

Town of Lauderdale-By-The-Sea



REQUEST FOR PROPOSALS No. 17-08-01

Develop Three Year Strategic Marketing Plan

RFP OPENING: August 29, 2017, 2:00 P.M.

Town Hall

4501 N. Ocean Drive

Lauderdale-By-The-Sea, FL 33308

TOWN OF LAUDERDALE-BY-THE-SEA, FLORIDA
REQUEST FOR PROPOSALS NO. 170801

The Town of Lauderdale-By-The-Sea, Florida invites qualified firms to submit proposals for:

Three Year Strategic Marketing Plan

The Town intends to award a contract to a firm(s) to provide services necessary for the project (the "Project") described herein.

The Town of Lauderdale-By-The-Sea, Florida (the "Town") will receive sealed proposals until 2:00 PM (local) on August 29, 2017, in Town Hall, 4501 N. Ocean Drive, Lauderdale-By-The-Sea, FL 33308.

The Town's contact person for this RFP is:

Tedra Allen
Town Clerk
4501 N. Ocean Drive
Lauderdale-By-The-Sea, Florida 33308
Telephone: 954-640-4200.
Fax: 954-640-4236
E-Mail: TedraA@lbts-fl.gov

RFP documents may be obtained via the Internet at the Town of Lauderdale-By-The-Sea website at www.lauderdalebythesea-fl.gov. This RFP is also posted on www.Demandstar.com. If you do not have Internet access, you may obtain the RFP by contacting the Town Clerk.

See Part II, Sections H and I of the RFP for information regarding submitting a proposal.

The Town reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities or informalities, and to solicit and re-advertise for other proposals. Incomplete or non-responsive proposals may be rejected by the Town as non-responsive. The Town reserves the right to reject any proposal for any reason, including, but without limitation, if the Proposer fails to submit any required documentation, if the Proposer is in arrears or in default upon any debt or contract to the Town or has failed to perform faithfully any previous contract with the Town or with other governmental jurisdictions. All information required by this RFP must be supplied to constitute a proposal.

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Part I – Statement of Work

PART I – B

A. OBJECTIVE

In order to support the commercial business district and its restaurant, retail and lodging industries, the Town of Lauderdale-By-The-Sea, Florida (LBTS) is updating its three-year strategic marketing plan ("Plan") which is aimed at increasing favorable local, statewide and national awareness of the Town as a vacation destination.

It is the Town's desire to capitalize on its previous branding efforts, upscale look and feel, and other positive attributes to promote the Town as a highly desirable destination geared to our target market that will entice residents as well as visitors from near and far to shop, dine, stay and relax in LBTS for a day, weekend, week or longer.

Within the complex marketing environment and especially due to the widespread growth of Internet marketing and the ultimate transformation of the destination marketing landscape, the Town is seeking a company to prepare the Town's new three-year plan that will include proposers' ideas to effectively reach our target markets through the most efficient mediums, and increase our prominence with residents, businesses, tourism and online communities.

As a result, we invite firms to submit their qualifications and experience to provide an updated Plan to the Town for consideration. The Proposal should include:

1. Examples of previous media planning and social media schedules
2. Reporting methods for monthly overview of achievements and measurability
3. The achievements or measurable results from previous marketing plans developed.

B. GENERAL INFORMATION

The Town of Lauderdale-By-The-Sea, Florida, is a seaside community just north of Fort Lauderdale with a permanent population of 6,000 residents that increases to more than 10,000 during the winter.

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The Town enjoys 2.5 linear miles of beautiful coastline on its east boundary with the famous Intracoastal Waterway running the length of its west boundary. The total area of our town is only 1.65 square miles, so there is a small town charm and walkability that draws people to our commercial district and ocean-front restaurants and hotels.

The Town is known for its laid back atmosphere, clean, beautiful beaches, safety and overall friendliness. It is often described as an oasis in the otherwise very urban setting of Broward County. Quality restaurants and mostly family-owned boutique hotels, a friendly and compact downtown area, and live entertainment have made Lauderdale-By-The-Sea a desirable destination for many tourists and tri-county visitors.

The Town exudes old Florida charm with its low-rise downtown building restrictions and predominantly mid-century modern architecture. The Town takes pride in being different from its big municipal neighbors to the north (i.e., Pompano Beach) and south (i.e., Fort Lauderdale). Unlike those cities, the Town prohibits tall condos from being built in its beachfront downtown area. As a result, it has maintained a small-town feel with a unique sense of place where one does not feel overwhelmed by looming architecture.

With the ocean as its front yard, the Town values protecting its fragile near-shore marine environment. The Town is home to an iconic fishing pier, and is ideal for paddle boarders, windsurfers, kayakers, and those who just want to relax on our quiet beaches.

Furthermore, Town is known as “Florida's Beach Diving Capital,” and the shoreline is a mecca for local scuba divers and snorkelers with its easy beach access into the water, and coral reefs teeming with marine life less than 100 yards off the beach.

The Town has approximately 52 lodging properties totaling 740 rooms, most of which are either small, family owned or boutique style properties, and many of which have been recently updated. This includes the Plunge Hotel which in 2017 opened its 150-room renovated property targeted to a hip, upscale market. Also included in this number are six timeshare properties with approximately 217 rooms.

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C. TOWN INITIATIVES

- Completed an extensive streetscape project in 2014 that enhanced Town's impeccable style, which includes its desirable walkability and 'no car needed' appeal, while keeping its small beach-front town charm.
- Funds a free-standing Visitors' Center operated by the LBTS Chamber, which is open seven days a week and offers advice on related inquiries to such items as hotels, transportation and restaurants, as well as information on most South Florida attractions and things to do.
- Produces special events such as "Christmas By-The-Sea," "Fourth of July Celebration," and "Boo By The Sea" (Halloween), which brings both locals and visitors into Town and further enhances our small town charm. Plus, the Town produces BugFest to capitalize on Florida's lobster mini-season. Businesses support these events and also produce their own events including Anglin's Pier Underwater Cleanups, Friday Night Music, St. Patrick's Day, Saturdays Music By-The-Sea, and New Year's Eve.
- Supports the LBTS Chamber of Commerce which works with local and regional entities to support economic initiatives to accomplish mutual goals, and is comprised of 240 local businesses. The Chamber manages the Town's Visitor Center and promotes the Town as a vacation destination through its website lbs.com and its Visitors' Guide.
- Recognizes the LBTS Lodging Association, comprised of representatives from the Town's 39 hotel/timeshare properties. The association seeks to provide support for member properties to address mutual concerns.
- Has individual restaurants and hotels which also market their own locations.
- Publishes a quarterly twelve-page newsletter, delivered to residences and businesses.
- Produces a Visitor's Walking Map, which identifies visitor related businesses and hotels.

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- Strategically places Buoy Kiosks in high traffic areas (parking lots, busy street corners) to highlight the appealing walkability of Town and its vibrant ambience.

D. STAFF RESOURCES

We have two Town staff members, the Public Information Officer and the Assistant to the Town Manager, who either oversee or implement segments of the Town's Plan, branding, public information and press relations.

E. 2013 - 2017 FIVE YEAR PLAN

The Plan was preceded by a research and visitor study in 2012 (included in the original Strategic Marketing Plan) that was done over a two-week period, whereby a firm was contracted to survey visitors on a range of topics. Research and other relevant information from the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB) and Visit Florida data were also utilized.

The Town's first marketing plan was adopted and began implementation in 2013. The Firm that implemented the Plan is in its 5th and final year of implementation.

The Plan generally includes strategy that includes cooperative efforts with Visit Florida, the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB), and the American Automobile Association (AAA). Town recently initiated a cooperative effort with local hoteliers to promote the Town as a "staycation" (**See branding examples and 2017 advertising buy online at <http://www.lauderdalebythesea-fl.gov/town/rfp-page.html/>.**)

In the past several years, Town has begun online marketing efforts, including a visitor-friendly website LBTSevents.com which promotes special events, gives information on transportation options, hotels, restaurants and other retail and services. (Town also has a website for government related items). LBTSevents.com is currently being updated with information on the Visitor Center, and enhanced transportation options, among other relevant topics. Other recent online initiatives include developing greater

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exposure on Trip Advisor by becoming a Premium Destination Partner; and creating a geo targeting test campaign with Google Adwords to measure interest in certain markets. Town currently has limited, basic social media interaction primarily on Facebook and through the LBTSevents.com blog.

F. SCOPE OF WORK

The Plan should be scalable, based on the Town's current budget of approximately \$182k, but may fluctuate with the climate of the travel market or other variables. See example of proposed budget FY18 at **Exhibit 2**.

OVERALL PROJECT GOALS:

1. Develop a cohesive marketing strategy that will define appropriate target markets and cost-effective means for reaching those markets.
2. Identify new emerging media sources now and as the advertising and marketing landscape changes throughout the term of the plan.
3. Formulate a tactical plan of marketing initiatives for all advertising, such as print, Internet, email marketing, social media, blogging, social PR and apps, photo sharing and viral opportunities, as well as street marketing that will increase recognition and engage residents, prospective and returning visitors, and influencers.
4. Identify cooperative advertising opportunities with GFLCVB, Visit Florida, hoteliers and other business sectors.
5. Evaluate the activities and functions of the Visitor Center and provide recommendations.
6. Advise on creative ways to incorporate Town's existing branding into related graphic design and creative advertisement design.
7. Roadmap/software to garner greater press and viral stories, FAM trips, and other viral marketing in all mediums including Internet sites, bloggers and other tourism outlets.

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8. Recommendations for a scheduling calendar including but not limited to both planned and last minute social media postings, blogging, viral opportunities, etc.
9. Describe how Town's staff will work within the scope of the Plan.
10. Advise on adopting future measurable analyses of the success or impact of our marketing efforts.
11. Website enhancements recommendations for LBTSevents.com

Note: Due to capacity crowds at the Town's special events, the development and marketing of special events is not perceived as a part of this plan.

G. OWNERSHIP AND INTELLECTUAL PROPERTY

All intellectual property developed in connection with the plan shall be owned solely by the Town of Lauderdale-By-The-Sea.

In developing The Plan, the contractor shall not infringe or violate the copyright and other intellectual property rights of third parties. The successful contractor will be required to hold the Town of Lauderdale-By-The-Sea, its officers, agents and employees harmless from liability of any nature or kind on account of use of copyrighted or uncopyrighted composition, secret process, patented or unpatented inventions, articles or materials furnished or used by the contractor to perform the Work.

Except for any documents or images the Town provides, the contractor is responsible for securing various rights, licenses, clearances and other permissions related to works, graphics or other materials to be used or otherwise incorporated in the proposed Plan. All applicable copyright notices shall be displayed accordingly.

H. OTHER REQUIREMENTS AND FEATURES

The selected firm may be required to attend one or more Town Commission meetings to respond to questions Town Commissioners may have about the proposed plan.

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I. TOWN'S RESPONSIBILITY

A Town representative will be designated to assist in answering any questions related to administering the Plan.

The Town will be responsible for providing the contractor with the specific information as requested from past marketing campaigns.

The Town reserves the right to reject any proposals that do not address all the terms and conditions of this RFP. In addition, the Town may reject any and all proposals at any time when it is determined to be in the Town's best interests not to make the award from among the submitted bids.

J. TECHNICAL REQUIREMENTS

In order to be deemed responsive and considered for contract award, each Proposer shall satisfy the following mandatory minimum requirements:

1. The Proposer shall be authorized to do business in Florida and Broward County.
2. Demonstrate experience in providing professional marketing, advertising services and hands on strategic online marketing and related measurable data for the past three years, especially in destination, municipal, or government marketing.
3. If a firm has not been in existence for the required number of years, but the principals who are proposed to be assigned to the Town's contract have the requisite experience with another firm, that experience may substitute for the required experience.
4. The successful Proposer shall provide all labor, equipment and materials necessary for the performance of the requested services as outlined in this RFP.
5. Firms will be required to have demonstrable hands on strategic online marketing and related measureable data for past three years, especially in destination or municipality Internet marketing as described in **Exhibit 1** on **Exhibit Page 1**.

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K. INSURANCE AND LICENSES

The successful Proposer shall maintain in full force and effect throughout the contract: (a) insurance coverage reflecting the minimum amounts and conditions required by the Town, and (b) any required licenses and business tax receipts.

1. **Comprehensive General Liability Insurance** - \$1,000,000 combined single limit of insurance per occurrence and \$2,000,000 in the general aggregate for Bodily Injury and Property Damage and \$2,000,000 general aggregate for Products/Completed Operations, Comprehensive General Liability insurance shall include endorsements for property damage; personal injury; contractual liability; completed operations; products liability and independent contractors' coverage.
2. **Workers' Compensation Insurance** – Statutory.
3. **Professional Liability** – Please indicate if you carry Professional Liability Insurance and, if so, in what amount.

L. IMPLEMENTATION

Once the plan is approved, the Town will request proposals from firms to help implement it. A description of the types of professional assistance the Town anticipates needing is found in Exhibit 1.

END OF PART I

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Part II –General Information

PART II: RFP GENERAL INFORMATION

A. DEFINITIONS

For the purposes of this Request for Proposals (RFP): **Proposer** shall mean the contractor, consultant, respondent, organization, firm, or other person submitting a response to this RFP. **Town** shall mean the Town of Lauderdale-By-The-Sea, Town Commission or Town Manager, as applicable, and any officials, employees, agents and elected officials.

Contact Person for the purpose of this RFP shall mean:

Tedra Allen
4501 N. Ocean Drive
Lauderdale-By-The-Sea, Florida 33308
Telephone: 954-640-4200
Fax: 954-640-4236
Email: tedraa@LBTS-fl.gov

B. INVITATION TO PROPOSE

The Town solicits proposals from responsible Proposers to perform work for or provide goods and/or services to the Town as specifically described in Part I, Statement of Work.

C. CONTRACT AWARDS

The Town Commission anticipates entering into a contract with the Proposer who submits the proposal judged by the Town to be most advantageous. The Town anticipates awarding one contract, but reserves the right to award more than one contract if in its best interest. If the Town selects a Proposal, the Town will provide a written notice of the award.

The Proposer understands that neither this RFP nor the notice of award constitutes an agreement or a contract with the Proposer. A contract or agreement is not binding until a written contract or agreement has been approved as to form by the Town Attorney and has been executed by both the Town (with Commission approval, if applicable) and the successful Proposer.

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D. PROPOSAL COSTS

Neither the Town nor its representatives shall be liable for any expenses incurred in connection with preparation of a response to this RFP. The proposal shall be prepared and submitted at the Proposer's sole expense. Proposers should prepare their proposals simply and economically, providing a straightforward and concise description of the Proposer's ability to meet the requirements of the RFP.

E. INQUIRIES

The Town will not respond to oral inquiries. Proposers may mail, email or fax written inquiries for interpretation of this RFP to the attention of the City Clerk. Please mark the correspondence "RFP No. 17-08-01 QUESTION".

The Town will respond to written inquiries received at least 7 working days prior to the date scheduled for submission of the proposals. The Town will record its responses to inquiries and any supplemental instructions in the form of a written addendum. If addenda are issued, the Town will email, mail or fax written addenda to any potential Proposer who has provided their contact information to the Town Clerk for such purpose. Although the Town will make an attempt to notify each prospective Proposer of the addendum, it is the sole responsibility of a Proposer to remain informed as to any changes to the RFP.

F. DELAYS

The Town may postpone scheduled due dates in its sole discretion. The Town will attempt to notify all registered Proposers of all changes in scheduled due dates by written addenda.

G. PRE-PROPOSAL MEETING

No pre-proposal meeting is scheduled.

H. PROPOSAL SUBMISSION

Proposers shall submit one (1) original and three (3) copies of the proposal, along with one USB drive or CD containing an electronic copy of the proposal, in a sealed, opaque package.

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The package shall be clearly marked on the outside as follows:

To: Town of Lauderdale-By-The-Sea
RFP No. 17-08-01

Project: Create New Three Year Strategic Marketing Plan

Submitted by: _____
Address: _____.

Proposals shall be submitted in person or by mail. Email submittals are not accepted.

Late submittals, additions, or changes will not be accepted and will be returned to the bidder unopened.

Due to the irregularity of mail service, the Town cautions Proposers to assure actual delivery of proposals to the Town prior to the deadline set for receiving proposals. Telephone confirmation of timely receipt of the proposal may be made by calling the Office of the Town Clerk before proposal opening time. It is the sole responsibility of each Proposer to ensure that their Proposal is received by the Town by the specified due date and time. Proposers may withdraw their proposals by notifying the Town in writing at any time prior to the Town's opening of Proposals. Proposals, once opened, become property of the Town and will not be returned.

I. PROPOSAL FORMAT

In order to insure a uniform review process and to obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified herein. Unless otherwise specified, Proposers shall use the proposal forms provided by the Town herein. These forms may be duplicated, but failure to use the forms may cause your proposal to be rejected. Any erasures or corrections on the form must be made in ink and initialed by Proposer in ink. All information submitted by the Proposer shall be printed, typewritten or completed in ink. Proposals shall be signed in ink. When an RFP requires multiple copies they may be included in a single envelope or package properly sealed and identified.

All proposals shall be submitted as specified in this RFP. Any attachments shall be clearly identified. In order to be deemed responsive and considered for contract award, the

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proposal must respond to all parts of the RFP. Any other information thought to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. If publications are supplied by a proposer to respond to a requirement, the response should include reference to the document number and page number. Proposals lacking this reference may be considered to have no reference material included in the additional documents.

Proposers shall prepare their proposals using the following format:

1. Letter of Transmittal
This letter will summarize in a brief and concise manner, the Proposer's understanding of the scope of work and make a positive commitment to provide its services on behalf of the Town. The letter must name all of the persons authorized to make representations for or on behalf of the Proposer, and must include their titles, addresses, and telephone numbers. An official authorized to negotiate and execute a contract on behalf of the Proposer must sign the letter of transmittal.
2. Title Page
The title page shall show the name of Proposer's agency/firm, address, telephone number, name of contact person, date, and the RFP No. and the Project name.
3. Table of Contents
Include a clear identification of the material by section and by page number.
4. Organization Profile and Qualifications
This section of the proposal must describe the Proposer, including the size, range of activities, and experience providing similar services.

Each Proposer must include:

- Documentation indicating that it is authorized to do business in the State of Florida and, if a corporation, is incorporated under the laws of one of the States of the United States.
- A description of the primary individuals responsible for supervising the work including the percentage of time each primary individual is expected to contribute.

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- Resumes and professional qualifications of all primary individuals and identify the person(s) who will be the Town's primary contact and provide the person(s') background, training, experience and qualifications.
- Completed RFP Forms A, B, C, and D. All RFP forms are included as exhibits to this document and are available on the Town website in Word format.

5. Experience

The Proposer must describe its expertise in and experience with providing goods and/or services similar to those required by this RFP. Describe previous experience relating to the Scope of Work requested in this RFP. Has the firm worked for other governmental entities, particularly municipalities? If so, please describe the work performed and include contact information for references, the time the firm was engaged and a list of accomplishment for each.

6. Approach to Providing Services

This section of the proposal should explain the Scope of Work as understood by the Proposer and detail the approach, activities and work products to be provided. This section shall also include a list of equipment the Proposer proposes to use to perform the Work in accordance with the requirements of this RFP.

7. Compensation

The proposal shall document the fee proposal for the goods and/or services on RFP Form C.

8. Additional Information

Any additional information which the Proposer considers pertinent for consideration should be included in a separate section of the proposal.

J. PROPOSAL – Procedural Information

1. Interviews:

The Town reserves the right to conduct personal interviews or require presentations prior to selection. The Town is not responsible for any expenses which Proposers may incur in connection with a presentation to the Town or related in any way to this RFP.

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2. Request for Additional Information:

The Proposer shall furnish such additional information as the Town may reasonably require. This includes information, which indicates financial stability as well as ability to provide the services. The Town reserves the right to make investigations of the qualifications of the Proposer as it deems appropriate, including but not limited to, a background investigation. Failure to provide additional information requested may result in disqualification of the proposal.

3. Proposals Binding:

All proposals submitted shall be binding for at least one hundred twenty (120) calendar days following proposal opening. Town may desire to accept a proposal after the 120-day period. In such case, Proposer may choose whether or not to continue to honor the proposal terms.

4. Alternate Proposals:

An alternate proposal is viewed by the Town as a proposal describing an approach to accomplishing the requirements of this RFP which differs from the approach set forth in the solicitation. An alternate proposal may be a second proposal submitted by the same Proposer, which differs in some degree from the prior proposal or from this RFP. Alternate proposals may be in the area of technical approach, or other provisions or requirements of this RFP. The Town will, during the initial evaluation process, consider all alternate proposals submitted and reserves the right to award a contract based on an alternative proposal if the same is deemed to be in the Town's best interest.

5. Proposer's Certification Form:

Each proposer shall complete the "Proposer's Certification" form included as RFP Form D and submit the form with the proposal. This form must be acknowledged before a notary public with notary seal affixed on the document.

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K. PUBLIC RECORDS

Proposals are public documents and subject to public disclosure in accordance with Chapter 119, Florida Statutes (the Public Records Law). Certain exemptions to the Public Records Law are statutorily provided for and it is the Proposer's responsibility to become familiar with these concepts. The contract will include a provision wherein the Proposer releases and agrees to defend, indemnify, and hold harmless the Town and the Town's officers, employees, and agents, against any loss or damages incurred by any person or entity as a result of the Town's treatment of records as public records. By statute, the contract will also contain the following clauses:

Chapter 119 (Public Records). (1) Contractor agrees to keep and maintain public records in Contractor's possession or control in connection with Contractor's performance under this Agreement. Contractor additionally agrees to comply specifically with the provisions of Section 119.0701, Florida Statutes. Contractor shall ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed, except as authorized by law, for the duration of the Agreement, and following completion of the Agreement until the records are transferred to the Town.

(2) Upon request from the Town's custodian of public records, Contractor shall provide the Town with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided by Chapter 119, Florida Statutes, or as otherwise provided by law.

(3) Unless otherwise provided by law, any and all records, including but not limited to reports, surveys, and other data and documents provided or created in connection with this Agreement are and shall remain the property of the Town.

(4) Upon completion of this Agreement or in the event of termination by either party, any and all public records relating to the Agreement in the possession of the Contractor shall be delivered by the Contractor to the Town Manager, at no cost to the Town, within seven (7) days. All such records stored electronically by Contractor shall be delivered to the Town in a format that is compatible with the Town's information technology systems. Once the public records have been delivered upon completion or termination of this Agreement, the Contractor shall destroy any and all duplicate public records that are exempt or confidential and exempt from public records disclosure requirements.

(5) Any compensation due to Contractor shall be withheld until all records are received as provided herein.

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(6) Contractor's failure or refusal to comply with the provisions of this section shall result in the immediate termination of this Agreement by the Town.

L. IRREGULARITIES; REJECTION OF PROPOSALS

The Town reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities or informalities, and to solicit and re-advertise for other proposals. Incomplete or non-responsive proposals may be rejected by the Town as non-responsive. The Town reserves the right to reject any proposal for any reason, including, but without limitation, if the Proposer fails to submit any required documentation, if the Proposer is in arrears or in default upon any debt or contract to the Town or has failed to perform faithfully any previous contract with the Town or with other governmental jurisdictions. All information required by this RFP must be supplied to constitute a proposal.

M. EVALUATION METHOD AND CRITERIA

1. General The Town shall be the sole judge of its own best interests, the proposals, and the resulting negotiated contract or agreement, if any. The Town reserves the right to investigate the financial capability, reputation, integrity, skill, business experience and quality of performance under similar operations of each Proposer, including shareholders, principals and senior management, before making an award. Awards, if any, will be based on the evaluation criteria in this section. The Town's evaluation criteria may include consideration of the information required in this RFP and the following factors:
 - A. ability to meet set standards;
 - B. availability of qualified personnel;
 - C. compensation;
 - D. expertise of personnel;
 - E. financial resources and capabilities;
 - F. past contracts with other governmental jurisdictions;
 - G. past performance records;
 - H. qualifications of Proposer;
 - I. references;
 - J. related experience in Florida;

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- K. technical soundness of proposal;
- L. past history of meeting required time frames; and
- M. approach to Work.

2. Selection

The Town Manager may conduct the selection process, or at the option of the Town Manager, it may be referred to a selection committee (the "Committee"). Either the Town Manager or the Committee will review all proposals received and establish a list of selected Proposers deemed to be the most qualified to provide the service requested based in part on the criteria set forth above. The Town Manager may submit a recommended firm or a "short list" or a combination of a recommended firm and the "short list" to the Town Commission and the Town Commission shall make a final award

The Town Manager, the Committee or the Town Commission may request oral presentations from the Proposers. Proposers are advised that the Town reserves the right to conduct negotiations with the most qualified Proposer, but may not do so. Therefore, each Proposer should endeavor to submit its best proposal initially.

N. REPRESENTATIONS AND WARRANTIES

In submitting a proposal, Proposer warrants and represents that:

1. Proposer has examined and carefully studied all data provided, and any applicable Addenda; receipt of which is hereby acknowledged.
2. Proposer is familiar with and is satisfied as to all federal, state and local laws and regulations that may affect cost, progress and performance of the goods and/or services in their proposal.
3. If applicable, Proposer has obtained and carefully studied (or assumes responsibility for having done so) all documents available related to the subject of the RFP and performed any examinations, investigations, explorations, tests, studies and data concerning conditions that may affect cost, progress, or performance of the goods and/or services that relate to any aspect of the means, methods, techniques, sequences, and procedures to be employed by Proposer, including safety precautions and programs incident thereto.

Creation of Three Year Strategic Marketing Plan

Lauderdale-By-The-Sea RFP No. 170801

Part II –General Information

4. Proposer has given Town written notice of all conflicts, errors, ambiguities, or discrepancies that Proposer has discovered in this RFP and any addenda thereto, and the written resolution thereof by the Town is acceptable to Proposer.
5. The RFP is generally sufficient in detail and clarity to indicate and convey understanding of all terms and conditions for the performance of the proposal that is submitted.
6. No person has been employed or retained to solicit or secure award of the contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, and no employee or officer of the Town has any interest, financially or otherwise, in the RFP or contract.

O. Town Contract

The selected Proposer is expected to execute the Town's standard professional services contract, in the form approved by the Town Attorney. The contract will contain the following clauses required by Town Code, and all vendors are expected to comply with these requirements:

No officer or employee of the Town of Lauderdale-By-The-Sea, Florida, during his or her term of employment or for one year thereafter, shall have any interest, direct or indirect, in this contract or the proceeds thereof.

No vendor shall give, solicit for, deliver, or provide a campaign contribution directly or indirectly to a candidate or to the campaign committee of a candidate for the offices of Mayor or Commissioner.

End of Part II

Creation of Three Year Strategic Marketing Plan

Lauderdale-By-The-Sea RFP No. 170801, RFP Forms

RFP FORM A

Proposer: _____

QUALIFICATIONS STATEMENT

Note: Forms A, B & C are available in WORD format from the Town Clerk upon request.

THIS FORM MUST BE COMPLETED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

1. State the full and correct name of the partnership, corporation or trade name under which you do business and the address of the place of business. (If a corporation, state the name of the president and secretary. If a partnership, state the names of all partners. If a trade name, state the names of the individuals who do business under the trade name.)
 - 1.1. The correct and full legal name of the Proposer is:
 - 1.2. The business is a (Sole Proprietorship) (Partnership) (Corporation).
 - 1.3. The names of the corporate officers, or partners, or individuals doing business under a trade name, are as follows:
2. Please describe your company in detail.
3. The address of the principal place of business is:
4. Company telephone number, fax number and e-mail addresses:
5. Number of employees:
6. Name and title of employees to be assigned to this Project:
7. Company identification numbers for the Internal Revenue Service:
8. Provide Broward County business tax receipt number, if applicable, and expiration date:
9. How many years has your organization been in business? Does your organization have a specialty?

Creation of Three Year Strategic Marketing Plan

Lauderdale-By-The-Sea RFP No. 170801, RFP Forms

10. List the last three projects of this nature that the firm has completed? Please provide project description, reference and contact information and cost of work completed.
11. Have you ever failed to complete any work awarded to you? If so, where and why?
12. Provide the following information concerning all contracts that are similar in nature or use the same project team proposed for this project that are **in progress** as of the date of submission of this Proposal for your company, division or unit as appropriate.

Name of Project	Contract with:	Contract Amount	Estimated Completion Date	% of Completion to Date

(Continue list as necessary)

13. Provide the following information for any subcontractors you propose to engage if awarded the contract.

Subcontractor Name	Address	Work to be Performed

The foregoing list of subcontractors may not be amended after award of the contract without the prior written approval of the Town Manager, whose approval shall not be unreasonably withheld.

Creation of Three Year Strategic Marketing Plan

Lauderdale-By-The-Sea RFP No. 170801, RFP Forms

RFP FORM B

Proposer: _____

REFERENCE FORM

Forms A, B & C are available in WORD format from the Town Clerk upon request.

THIS FORM MUST BE COMPLETED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

Give names, addresses and telephone numbers of four individuals, corporations, agencies, or institutions for which you have performed work similar to what is proposed in this RFP:

1. Name of Contact:

Title of Contact: Email:

Telephone Number: Fax Number:

Project:
2. Name of Contact:

Title of Contact: Email:

Telephone Number: Fax Number:

Project:
3. Name of Contact:

Title of Contact: Email:

Telephone Number: Fax Number:

Project:
4. Name of Contact:

Title of Contact: Email:

Telephone Number: Fax Number:

Project:

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Lauderdale-By-The-Sea RFP No. 170801, RFP Forms

RFP FORM C

Proposer: _____

PRICE PROPOSAL FORM

Note: Forms A, B & C are available in WORD format from the Town Clerk upon request.

**THIS FORM MUST BE COMPLETED, SIGNED AND SUBMITTED WITH PROPOSAL
TO BE DEEMED RESPONSIVE.**

Name of Proposer: _____

Name of authorized representative of Proposer: _____

Project Cost

Deliverables	Professional Services Fee	Reimbursements
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
Insert rows as necessary.	\$	\$
Reimbursements not related to a specific Deliverable		\$
Total	\$	\$
Total Project Cost: \$_____		

Instructions: Show the project cost for each deliverable your firm will provide per the requested scope of work. Include the fees associated with each proposed deliverable.

Fees should be detailed to the extent possible per deliverable, with estimated out-of-pocket expenses separate from the proposed fees for professional services.

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Lauderdale-By-The-Sea RFP No. 170801, RFP Forms

The Total Project Cost SHALL include all fees and reimbursements for out of pocket costs. The Town will not reimburse for any costs not actually incurred and paid for by the Proposer and included in its proposal. Reasonable proof thereof will be required.

The Total Project Cost shall include the cost of:

1. Meetings or communications with Town staff on a minimum of 6 occasions to discuss drafts of the final report.
2. A written report outlining all findings and recommendations, with an Executive Summary of the most important issues or issues that the Commission must act upon to implement.
3. Attending two Town Commission / public meetings to present the report and discuss the findings of the report.

Payment will be made upon receipt and acceptance by the Town.

Additional Services

The Town may have the need for additional services, which may be requested over the next 2 years.

If the Proposer is interested in additional work, please provide the hourly rate and staff positions available. The rates for the additional work will not be used for evaluation of the services required in this RFP.

Additional Work	
<u>Title:</u>	<u>Hourly Rate</u>
Add rows as necessary	

By: _____

Date: _____

Name: _____

Title: _____

Creation of Three Year Strategic Marketing Plan

Lauderdale-By-The-Sea RFP No. 170801, RFP Forms

RFP FORM D

Proposer: _____

**THIS FORM MUST BE COMPLETED, SIGNED AND SUBMITTED WITH PROPOSAL
TO BE DEEMED RESPONSIVE.**

The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

PROPOSER'S CERTIFICATION

I have carefully examined the Request for Proposal referenced above ("RFP") and any other documents accompanying or made a part of this RFP.

I hereby propose to furnish the goods or services specified in the RFP. I agree that my proposal will remain firm for a period of 120 days in order to allow the Town adequate time to evaluate the proposals.

I certify that all information contained in this proposal, which includes the TOWN required RFP forms A, B, C and D, is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

The firm and/or Proposer hereby authorizes the Town of Lauderdale-by-the-Sea, its staff or consultants, to contact any of the references provided in the proposal and specifically authorizes such references to release, either orally or in writing, any appropriate data with respect to the firm offering this proposal.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the Town or any other proposer is interested in said proposal; and that the undersigned executed this Proposer's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

If this proposal is selected, I understand that I will be expected to execute the Town's standard professional services contract, in the form approved by the Town Attorney.

Creation of Three Year Strategic Marketing Plan

Lauderdale-By-The-Sea RFP No. 170801, RFP Forms

A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crimes may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, sub-contractor, or consultant under a contract with a public entity, and may not transact business with any public entity in excess of the threshold amount provided in Sec. 287.017 Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list. I further certify, under oath, that neither the entity submitting this sworn statement, nor to my knowledge, any of its officers, directors, executives, partners, shareholder, employees, members or agents active in the management of the entity has been convicted of a public entity crime subsequent to July 1, 1989.

Name of Business

By:

Signature

Print Name and Title

Mailing Address

Creation of Three Year Strategic Marketing Plan

Lauderdale-By-The-Sea RFP No. 17-08-01, RFP Exhibits

Exhibit 1

PROFESSIONAL ASSISTANCE IN IMPLEMENTING THE 2017 THREE YEAR STRATEGIC MARKETING PLAN

The Town anticipates contracting with firms to accomplish the following areas based on their experience:

General Consultation: Advice related to the current and future initiatives proposed in Broward County, general tourism within the state, and by Florida tourism and related associations.

Professional Assistance in Implementation: Assistance in managing and updating the Plan as the market adjusts to new strategies.

Branding/Artwork: Develop creative concepts and products in alignment with Town's branding, such as: newsletters, brochures, banners, fliers, slide presentations, videos, website banners, and any other informational literature or multi-media presentations.

Traditional Media: Plan, negotiate and implement co-operative destination marketing media buys, which may include hotel and business cooperatives.

Online Marketing: Develop, implement and measure tactical Internet plans to businesses, tourism, website blog, other online communities and other digital communication channels, based on Town priorities. (Trip Advisor, Google My Business, Adwords, Instagram, Twitter, Sunny.org, Visit Florida, etc.)

Citizen Engagement: Enhance existing and create new methods of resident and business communication strategies and programs such as social media, and other communication initiatives.

Email List Management and Deployment: Manage all aspects of the data, such as segmenting, updating, gleaning, and deployment to various targets, such as Town residents, businesses' calls to action, newsletter sign ups, and Visit Florida inquiries.

Surveying/Polling: Develop and administer online and in person surveys, either for dedicated topics and/or garnering annual visitor data, in various methods such as on demand, time-specific, or in person.

Creation of Three Year Strategic Marketing Plan

Lauderdale-By-The-Sea RFP No. 17-08-01, RFP Exhibits

Webmastering Services: Website Updates and maintenance, consult, collaborate and create better navigation, usability and strategies that progressively increase the optimization and viewership of lbtsevents.com

Media Communications: Plan, create, manage and measure public relations services that effectively and efficiently increase media communications and relations for special events, and other Town-related initiatives and programs. Pitch stories and FAM trips related to Town publications, Internet sites, influencers, bloggers, and other tourism outlets.

Creation of Three Year Strategic Marketing Plan

Lauderdale-By-The-Sea RFP No. 17-08-01, RFP Exhibits

Exhibit 2

Example of LBTS Proposed Tourism Marketing Budget FY18

LBTS Branding & Marketing Strategy - Media buys	\$74,000
Trip Advisor Destination Partnership	\$12,400
Professional Services -Implementation: consultation, branding, print/banner ads, wraps/vector designs, other creative, presentations, etc.	\$30,000
Artwork and graphic design for buoys, walking map, etc.	\$6,500
Professional photography and videography for branding, promotions, general marketing	\$6,500
Website updates, maintenance, hosting, new landing pages, online community enhancements, social media implementation, etc.	\$11,500
Printing and Binding: collateral in Visit Florida Centers, walking map, Pelican Hopper Brochures, buoy directional maps, dive branding promo materials	\$10,000
Press/PR	\$5,000
Visitor Center Service Contract	\$26,000
FY 18 EXAMPLE BUDGET	\$181,900